



Job title: Marketing Executive

Why join Lily Shippen?

Founded with the vision of building meaningful, long-term relationships with both clients and candidates, we are passionate about offering true value to the marketplace. Since launching, we've created a multitude of initiatives to ensure that we consistently stand out as a business and achieve our vision of being recognised as the executive and business support recruitment partner of choice to work for and alongside.

We work with clients across the UK and overseas to recruit temporary and permanent business support staff including Personal Assistants, Office Managers and Receptionists. We also launched Lily Loves in February 2021 – an online directory for the PA community.

It's been an exciting journey so far and we're growing!

The role:

Working alongside the Managing Director, you will be responsible for implementing and coordinating our marketing strategy.

You'll be responsible for managing and updating all social media channels, growing and nurturing our database, writing content and reporting on all activity.

What you'll be responsible for:

- Writing blogs and uploading them to the website.
- Working with the team to create their personal brands.
- Updating the website and landing pages.
- Creating content for quarterly whitepapers and working closely with our freelance graphic designer to produce these.
- Using Google Analytics to understand the customer journey.
- Automating emails to send out to the database, to improve the customer journey.
- Posting across all social media channels with the aim of growing followers.
- Supporting with the organisation of events including sourcing promotional merchandise and managing the attendance programme.
- Creating content from the events.
- Writing and distributing press releases.
- General sales & marketing research.



Who we're looking for:

- We are looking for someone whose values matches ours.
- We are looking for meticulous minded high performer, who is extremely reliable.
- Someone with who is highly personable and takes pride in their work.
- Someone who is ambitious and driven, and who wants to be a part of something exciting.
- Things at Lily Shippen move quickly. You'll need to be a fast learner, innovative and have the ability to think outside of the box.
- Highly organised, with great attention to detail and writing skills.
- You'll need to be sociable, love meeting new people and be great at building new relationships.
- You'll be a team player and eager to get stuck in whatever the challenge.

Skills required:

- Use of CRM system; HubSpot being highly advantageous.
- Excellent Microsoft Word, Excel, PowerPoint and Outlook skills.
- At least one years' experience in a similar role or some work experience alongside your studies.
- Excellent written English.
- Photoshop and In Design would be advantageous but not essential.

Additional details:

- This role is based in London, however you must be willing to travel when required. There is also the opportunity to work from home for some of the week (2-3 days).
- A fantastic opportunity to develop your career within a growing business.
- Flexible working.
- 25 days holiday + Bank Holidays.
- Option to buy or sell up to 5 days' holiday each year.
- High Street Discounts.
- A range of discounted insurances.
- Discounted gym and active discounts.
- Free will writing.
- Annual discretionary bonus based on team & company performance.

To apply, please email your CV to lily@lilyshippen.co.uk